



Media kit: Travel and food blog "Travel on Toast"

URL	www.travelontoast.de
Contact	Anja Beckmann, Limitenstr. 95, 41236 Moenchengladbach (near Dusseldorf), Germany, anja@travelontoast.de
About me	After my one year world trip I founded Travel on Toast in 2012. It's one of the top 12 travel blogs in German language since 2016. I work self employed as a full-time travel and food blogger with a high reach. I'm available for paid cooperations.
Topics	On my blog I write about beach vacations, city trips, road trips, dog friendly holidays and vegan travel – in Germany, Europe and at long-haul destinations. Additionally I post vegan recipes from around the world.
Readers	70 % are 25 - 54 years old, 69 % women, 86 % from German speaking countries
No. of articles	since 2012 in total 605 articles, with 4.829 comments
Readers	more than 1.3 million in 2019 (Google Analytics) because of Corona 560000 in 2020
Social Media	around 65000 followers via all social media channels
Instagram	28100 followers
Facebook	11800 fans
Pinterest	26300 followers, up to 5.2 mio. views per month
YouTube	49 followers
Tik Tok	177 followers
Ranking	Top 12 travel blog in German language according to the „travel blogs of the year awards“ 2016 – 2021 by Touristik Medien
In the media	e. g. Geo, Zeit, Rheinische Post, Suedkurier, Maxi, Jolie, RTL, WDR tv and radio
Cooperations	sponsored blog posts, paid blogger trips, social media campaigns, content creation for destination or company blogs, travel or product pictures, blogger relations, social media consultancy